

## CLAIMS

Having described the invention, what is claimed is:

- 1 1. A system for managing customer lead information comprising:  
2 a customer lead information database having a plurality of customer lead profile  
3 records;  
4 a means for acquiring customer lead information from a customer lead;  
5 a means for inputting the acquired customer lead information into the customer  
6 lead information database via at least one of an intranet and an internet;  
7 a means for creating or updating a customer lead profile record based on the  
8 inputted customer lead information;  
9 a means for determining a customer lead priority based on information in the  
10 customer lead profile record;  
11 a means for adding the customer lead priority to the customer lead profile record;  
12 a means for storing the customer lead profile record in the customer lead  
13 information data base; and  
14 a means for distributing, via at least one of an intranet and an internet, an  
15 updated customer lead profile record.
- 1 2. The system according to claim 1, further comprising:  
2 a means for automatically notifying at least one designated person when  
3 selected portions of a selected customer lead profile record changes.
- 1 3. The system according to claim 2, wherein the means for automatically notifying  
2 at least one designated person when selected portions of a selected customer lead  
3 profile record changes comprises a means for e-mailing the at least one designated  
4 person.
- 1 4. The system according to claim 1, wherein the means for acquiring customer lead  
2 information is selected from the group consisting of a customer needs feedback form to

3 be completed by a customer lead and a lead management form to be completed by a  
4 company representative.

1 5. The system according to claim 4, wherein the customer needs feedback form to  
2 be completed by a customer lead comprises at least one web page.

1 6. The system according to claim 4, wherein the lead management form to be  
2 completed by a company representative comprises at least one web page.

1 7. The system according to claim 6, wherein the means for inputting the acquired  
2 customer lead information comprises a means for entering information into the lead  
3 management form.

1 8. The system according to claim 7, wherein the means for entering information into  
2 the lead management form comprises at least one of: a microcassette recorder; a  
3 portable computer with voice recognition software; a digital portable dictation system  
4 with voice recognition software, a hand-held electronic input device; a portable  
5 computer with network access; a business card scanner; a magnetic card reader; a bar  
6 code scanner; an identification card scanner; and a trade show badge scanner.

1 9. The system according to claim 1, wherein the means for determining a customer  
2 lead priority comprises a means for analyzing the information in the customer lead  
3 profile record for information related to at least one of budget, authority, needs and time.

1 10. The system according to claim 1, wherein the means for inputting the acquired  
2 customer lead information comprises at least one of: a microcassette recorder; a  
3 portable computer with voice recognition software; a digital portable dictation system  
4 with voice recognition software, a hand-held electronic input device; a portable  
5 computer with network access; a business card scanner; a magnetic card reader; a bar  
6 code scanner; an identification card scanner; and a trade show badge scanner.

1 11. The system according to claim 1, further comprising:  
2 a means for responding to information requests from the customer lead.

1 12. A system for managing customer lead information comprising:  
2 a customer lead information database having a plurality of customer lead profile  
3 records;

4 a means for acquiring customer lead information from a customer lead, the  
5 means for acquiring customer lead information being selected from the group consisting  
6 of a customer needs feedback form to be completed by a customer lead and a lead  
7 management form to be completed by a company representative, the customer needs  
8 feedback form comprising at least one web page, the lead management form  
9 comprising at least one web page;

10 a means for inputting the acquired customer lead information into the customer  
11 lead information database via at least one of an intranet and an internet;

12 a means for creating or updating a customer lead profile record based on the  
13 inputted customer lead information;

14 a means for determining a customer lead priority based on information in the  
15 customer lead profile record;

16 a means for adding the customer lead priority to the customer lead profile record;

17 a means for storing the customer lead profile record in the customer lead  
18 information database;

19 a means for distributing, via at least one of an intranet and an internet, an  
20 updated customer lead profile record; and

21 a means for automatically notifying at least one designated person when  
22 selected portions of a selected customer lead profile record changes.

1 13. The system according to claim 12, wherein the means for inputting the acquired  
2 customer lead information comprises at least one of: a microcassette recorder; a  
3 portable computer with voice recognition software; a digital portable dictation system  
4 with voice recognition software, a hand-held electronic input device; a portable

5 computer with network access; a business card scanner; a magnetic card reader; a bar  
6 code scanner; an identification card scanner; and a trade show badge scanner.

1 14. The system according to claim 12, wherein the means for automatically notifying  
2 at least one designated person when selected portions of a selected customer lead  
3 profile record changes comprises a means for e-mailing the at least one designated  
4 person.

1 15. The system according to claim 12, wherein the means for determining a  
2 customer lead priority comprises a means for analyzing the information in the customer  
3 lead profile record for information related to at least one of budget, authority, needs and  
4 time.

1 16. A method for managing customer lead information comprising the steps of:  
2 providing a customer lead information database having a plurality of customer  
3 lead profile records;  
4 acquiring customer lead information from a customer lead;  
5 inputting the acquired customer lead information into the customer lead  
6 information database via at least one of an intranet and an internet;  
7 creating or updating a customer lead profile record based on the inputted  
8 customer lead information;  
9 determining a customer lead priority based on information in the customer lead  
10 profile record;  
11 adding the customer lead priority to the customer lead profile record;  
12 storing the customer lead profile record in the customer lead information  
13 database; and  
14 distributing, via at least one of an intranet or an internet, an updated customer lead  
15 profile record.

1 17. The method according to claim 16, further comprising:

2 notifying at least one designated person when selected portions of a selected  
3 customer lead profile record changes.

1 18. The method according to claim 16, wherein the step of acquiring customer lead  
2 information comprises at least one of:

3 a customer entering information into a customer needs feedback form, the  
4 customer needs feedback form comprising at least one web page; and

5 a company representative entering information into a lead management form, the  
6 lead management form comprising at least one web page.

1 19. The method according to claim 18, wherein the step of entering information into a  
2 lead management form comprises at least one of:

3 recording customer lead information with a microcassette recorder;

4 recording customer lead information with a portable computer having voice  
5 recognition software;

6 recording customer lead information with a digital portable dictation system  
7 having voice recognition software;

8 entering customer lead information on a hand-held electronic input device;

9 entering customer lead information on a portable computer with network access;

10 scanning customer lead information with a business card scanner;

11 scanning customer lead information with a magnetic card reader;

12 scanning customer lead information with a bar code scanner;

13 scanning customer lead information with an identification card scanner; and

14 scanning customer lead information with a trade show badge scanner.

1 20. The method according to claim 12, wherein the step of determining the lead  
2 priority comprises:

3 selecting at least one of budget related, authority related, needs related and  
4 timing related information from the customer lead information; and

5 analyzing the selected information.